

AESG-COS

MEMORANDUM FOR RECORD

SUBJECT: AAFES/DeCA Advisory Council minutes, 12 September 2000

1. The meeting was called to order at 0900 by Hernani Dumlao, Chief of Staff, 6th ASG. The minutes from the previous meeting were reviewed and approved.

2. The following were in attendance: Dr. David Boals, Phil Tinsley, Brett McCormick, J.W. Merriman, Jack Morris, Warren Field, Pam Sherod, Col Hernandez, CDR Dan Darling, Eva Doyle, Diane Dowell, MAJ Adolph Maren, Jr., Renee Mayo, F. Cabrera, Steve Peterson, and LTC M. Grant and Susan House.

3. Dr. David Boals and Dr. George Chynoweth, presented a detailed demonstration of ICE. There are approximately 110 facilities online at present.

COL Hernandez asked if there was a way to ensure a service providers had given a timely response to customer complaints. Dr. Boals replied that there is not a "red flag" in place at this time. Dr. Boals noted that the 72 hours is period allotted for the initial response, i.e., letting the person know that the comment has been received and that they are working the issue, is now endorsed as community-wide policy by the Senior Tactical Commander. In an effort to address the management response issue, ICE has recently been modified to provide notification of dissatisfied customer comments to three levels in the chain of command involved with a service, rather than providing notification only to the facility manager, as was formerly the case. This change is intended to provide greater visibility to customer complaints throughout the organization. He also pointed out that there are three weaknesses in the system, (1) No way to know if a response has been given; (2) no way to know whether there is a glitch with email; (3) and the low number of customer comments/responses provided for some facilities. This last issue is important because having a small number of responses gives a very distorted picture, frequently one that is very negative, of the quality of service that is provided to customers.

COL Hernandez also asked if there was an enhancement to the system that could show that a response had been given, something like the "certify" function in a email system. Dr. Boals replied that at this time it is not possible to build that capability into ICE.

Dr. Boals further stated that in order for ICE to fully work, manager, assistant managers (frontline employees) have to promote use of the system by customers. This means of promoting use of the system has proven to be far more effective than other methods, such as community-wide publicity efforts through PAO.

LTC Stubblefield wanted to know if an incentive program for employees was in place to promote the use of ICE, i.e., ICE employee of the month, small plaque, etc. Dr. Boals

responded that experience with ICE has shown that it could be used as an important tool for determining employee awards. The beta test of the system revealed that satisfied customers frequently refer to service providers by name. In addition, it is possible to configure the ICE comment card to encourage customers to rate individual service providers, as has been done by the Housing Office.

Warren Field noted that if one goes to the 6th ASG website, they will find in the top right hand corner the icon for ICE - so it is easily accessible.

It was also noted that there have been at least two attempts to break into the website, but they have been detected early on.

Col. Hernandez requested that basic data from the ICE system be provided to his office on a regular basis so that he could promote use of the system with senior members of the Joint Staff at HQ EUCOM.

4. OLD BUSINESS:

a. "New Chicken Man" (CLOSED) is up and running. Having a meeting today to finalize the schedule. Hopefully, 2 days on Patch, 2 on Kelley and 1 on Panzer. Robinson Barracks will not be included because of the imbiss that exist in the CX. As soon as the schedule is set it will be put out through all sources of media, (maximum exposure).

*Note: Previous "Chicken Man" is still in hospital, but after he gets out he will remain active so that we do not have the problem that we have had in recent months.

b. New Shoppette/Gas Station: (OPEN) Date is now 15-20 November 00. General Canavan does not want to open until both sides are complete.

After the building is turned over the renovation of the old shoppette will begin starting with the Class VI store. The linen shop will move and have an extended inventory. Household goods and appliances will also have a more extensive inventory.

The linen store will be renovated and the Bookmark will move down with more inventories and a small coffee bar, i.e., similar to the ones in Heidelberg and Ramstein.

The building where the BookMart was located will become a shop for roving concessionaries so they will not be out under tents or awnings.

It was asked "What about Military Clothing and Sales". It will remain at Panzer Kaserne, be renovated and have a larger selection for all branches of service.

It was noted by Mr. Jack Morris, AAFES, air-conditioning is now being installed at the Power Zone and movie rental.

c. Pasta Cafe: (CLOSED) Mr. Peterson from DeCA stated that all of the improvements have been made.

5. NEW BUSINESS:

There is no new business at this time.

6. The next scheduled meeting is October 10th, 0900 at the Patch Community Club.

Hernani Dumlao
Chief of Staff